



# 5<sup>th</sup> Annual Utah Tourism Conference

May 12-14, 2008, Hilton Salt Lake City Center

## GLOBAL INDUSTRY FOR OUR OWN LOCAL ECONOMY

Presented by **Utah Tourism Industry Coalition** and the **Utah Office of Tourism**



## A G E N D A

All events take place at the Hilton Salt Lake City Center, unless noted



### Monday, May 12

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|-------------------|---|
| 9:00am – 1:00pm   | Pre-conference bus tour organized by Salt Lake Convention & Visitors Bureau |
| 9:00am – 1:00pm   | Institute for Outdoor Recreation and Tourism Meeting                        |
| 10:30am – 12:00pm | Scenic Byway Meeting  |
| 12:00 – 6:00 pm   | Registration Opens at the Hilton Salt Lake City Center                      |
| 1:00 – 5:00pm     | Exhibitor Move-in   |
| 1:00 – 2:30pm     | Working Session: CVBs, County Travel Councils and Utah Office of Tourism    |
| 2:30 – 4:00pm     | Utah Tourism Industry Coalition Membership Annual Meeting                   |
| 4:00 – 6:00pm     | Utah Office Tourism Board Meeting   |
| 6:30 – 8:30pm     | Opening Reception sponsored by Salt Lake Convention & Visitors Bureau       |

### Tuesday, May 13

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|-------------------|---|
| 7:30 am           | Registration at the Hilton Salt Lake City Center  |
| 7:30 – 8:30 am    | Continental Breakfast   |
| 8:30 – 9:00 am    | Welcome   |
| 9:00 – 10:00am    | Opening General Session - Trends  |
| 10:00 – 10:30am   | Break sponsored by Park City Chamber/Bureau and Park City Lodging Association   |
| 10:30 – 11:45am   | Concurrent Workshops <ol style="list-style-type: none"><li>1. Making Your Experience More Authentic by Using Utah Products First</li><li>2. Social Networking</li><li>3. Utah Scenic Byways</li></ol> |
| 11:45 am – 1:00pm | Lunch and Legislative Update<br>Lunch sponsored by Zions Bank   |

1:00 – 1:45 pm	General Session - Utah Sports Commission
2:00 – 3:30:pm	Concurrent Workshops <ul style="list-style-type: none"> <li>1. Generational Marketing</li> <li>2. Increase of Demand on Public Lands</li> <li>3. Tech Trends in Travel</li> </ul>
3:30 – 4:00pm	Break sponsored by Backpacker Magazine
4:00 – 5:30pm	Concurrent Workshops <ul style="list-style-type: none"> <li>1. Co-op Applications</li> <li>2. Promoting Green Tourism</li> <li>3. Take It Outside/Kids in the Woods</li> </ul>
5:30 – 6:30 pm	DMO Brochure Exchange
Evening	Open, on your own to experience Salt Lake City restaurants

### Wednesday, May 14

7:30 – 8:15am	Continental Breakfast sponsored by St. George Area Convention & Visitors Bureau
8:15 – 9:30 am	International Marketing Update
9:30 – 10:30am	General Session - Travel Industry Association
10:30 – 10:45am	Break sponsored by Struck Creative
10:45 – 11:45am	General Session - Outdoor Industry Association
11:45 am – 2:00pm	Closing Luncheon sponsored by SLC Department of Airports, Ski Utah and Salt Lake Convention and Visitors Bureau
	Closing Remarks - Governor Jon M. Huntsman, Jr.
	Utah Office of Tourism Update
	Hall of Fame Awards
	Tourism Advertising/Marketing Awards

**Register on-line: [www.utahtourism.org](http://www.utahtourism.org)**

Marketing/Advertising Contest entry form:  
<http://travel.utah.gov/2008tourismconference.htm>

**Accommodations:**

The Hilton Salt Lake City Center is located at 255 S. West Temple, Salt Lake City, UT 84101 and has extended a special conference rate of \$89 single or double. Reservations can be made online at:  
<http://www.hilton.com/en/hi/groups/personalized/SLCCCHH-UTC-20080506/index.jhtml>